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The Navigator for Enterprise Solutions

BIGDATA SPECIAL

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## 100 Most Promising Big Data Solution Providers

‘Big Data’ is no more a buzzword. Now that organizations have already put their wide arms around Big Data, the next impediment lies around, refining the data to bring out insightful and meaningful results. In the wake of such scenario, experts of the field predict trends such as linking System of Records (SOR) data with Big Data repositories to open the doors of organizational efficiency. With every bit of ‘0’ and ‘1’ being harnessed as meaningful “collections,” enterprises are sure to achieve complete utilization of their concrete information, and attain significant outcomes. Another trend that has gained notable traction is capitalization of cloud for storing invaluable sets of data. While majority of enterprises consider it as a risky venture owing to the concerns of system latency, few others embark upon it for the sake of business agility.

With myriad of such transformations looming in the air of technology, enterprises are confident to embrace innovative ways to hold together the regulations of corporate world, and

also ensure participating in the realm of Big Data. In order to uphold a fine balance, it has become critical for the CIOs to choose proper technology and select best vendors that are at the forefront of effectively tackling the impediments across the Big Data realm. To help them accomplish their objective, CIO Review presents “100 Most Promising Big Data Solution Providers 2015.”

A distinguished panel comprising of CEOs, CIOs, VCs, analysts including CIO Review editorial board has decided the top Big Data Solution Providers from over thousand companies. The companies featured in this list provide a look into how their products work in the real world, so that you can gain an extensive understanding of the solutions available and how they stand against competition. We believe this information will help you while you make Big Data strategies for your organization.

We present you CIO Review’s 100 Most Promising Big Data Solution Providers of 2015.

**Broadridge Financial Solutions, Inc.**

*recognized by CIOReview magazine as*



*An annual listing of 100 companies that are in the forefront of tackling Big Data challenges and impacting the market place*

*Pradeep Shankar*  
Editor-in-Chief  
CIOReview

### Company:

Broadridge Financial Solutions, Inc.

### Description:

Provider of investor communications and technology-driven solutions for wealth management, asset management, and capital market firms

### Key Person:

Dan Cwenar  
President, Data & Analytics Business

### Website:

[www.broadridge.com](http://www.broadridge.com)

## Broadridge Financial Solutions Managing Data to Facilitate Strategic Business Decisions

**T**oday's financial services firms are supporting a diverse and demanding customer base that insists on communicating and transacting business in new and diverse ways. As a result, the financial service industry's structured and unstructured data is increasing in volume and emerging as an ever larger and more important source of customer insight. Broadridge Financial Solutions, Inc. (NYSE:BR), headquartered in Lake Success, NY, is helping organizations process and manage accurate and relevant information from the vast ocean of industry data through their technology platforms, business solutions, and data governance programs. "We serve as the transaction and information hub for the global financial services industry, and using the treasure trove of data we manage, we harvest data to help our clients take actions that drive business results," says Dan Cwenar, President of Broadridge's Data and Analytics business which provides solutions to investment product manufacturers and distributors. Broadridge is in a unique position to process data related to the entire investment product ecosystem ranging from product creation by mutual fund and ETF manufacturers, product distribution by independent broker-dealers, registered investment advisors, wirehouses and other investment advisors, to product consumption by investors.

The Data and Analytics business collects investment transactions and account positions on a daily basis related to the activity of investors around the world. Leveraging the collected data, the company helps firms grow revenue, manage expenses, and monitor regulatory compliance. One novel solution empowers wholesalers to sell the optimal product to the right advisor through their predictive and prescriptive analytics solution called, 'Opportunity Hunter'. The platform helps wholesalers predict the best sales opportunities for a specific advisor and assists them in crafting the ideal "pitch" they should make when presenting their investment products.

A critical component in Broadridge's Data and Analytics business is an advanced product development process


that creates unique solutions to meet the evolving needs of the financial services industry. Broadridge invests in technology to process, store, and secure their data assets and leverages big data capabilities from companies like EMC. The Data and Analytics solutions use EMC's Greenplum platform to create a single unified data architecture that enables powerful and agile analytics which provide customers with on-the-fly access to transformative decision making information.

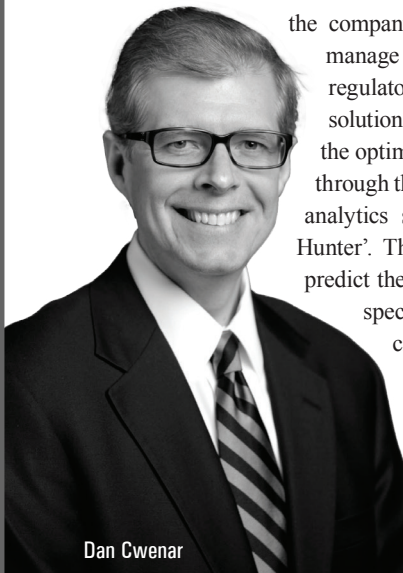
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**We serve as an information hub for the global financial industry. Using the data we manage, we harvest data to help clients drive business results**

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As an example, Cwenar highlights The Charles Schwab Corporation—an American brokerage, fund supermarket, and banking company—as an ideal example of Broadridge's effective data management solutions. Broadridge implemented and operates this data management solution to provide sales analytics to mutual fund sponsors who distribute their investment products through Schwab. "We process a vast amount of data everyday related to trades and asset positions from the Schwab platform and provide sales intelligence to their fund sponsors via our Greenplum platform," says Cwenar. With the help of the aggregated data and analytics, Broadridge provides sales insights to Schwab's clients. "We manage millions of transactions and billions of asset positions for Schwab clients on an on-demand basis," adds Cwenar. Broadridge brings together experienced domain business and technology experts around the globe to create and operate complex and innovative solutions which helps them to be a preferred partner for financial institutions worldwide.

"At the heart of our business, we manage, secure, and enhance data from around the world with our innovative big data solutions," explains Cwenar. Recently, the company acquired Thomson Reuters Lipper's Fund Information Services business, which provided Broadridge's clients with competitive intelligence on more than 80,000 investment products across the globe. For the days to come, the company plans to continue to invest in innovative solutions on behalf of its clients and provide unique big data solutions. "We intend to expand our footprint across the globe to help organizations worldwide in managing their data assets," concludes Cwenar. 



Dan Cwenar